



Sears

Coat described
on page 305

FALL AND WINTER 1970

INDEX BEGINS ON PAGE 743

SEARS, ROEBUCK AND CO.
KANSAS CITY, MO. 64127

*Satisfaction Guaranteed
or your money back*

The HIS and HERS Story..



in 16 exciting chapters by **Sears**

CHAPTER I THE SAGA OF THE GREAT JACKET

SHOWN ON FACING PAGE

Rugged split-cowhide Western Jacket with thick pile lining tames wild weather

1 Saddle tan . . . the perfect, natural color for this sueded jacket. Body lining, collar, lapels and patch pocket flap facings are all warm acrylic pile on cotton back . . . color coordinated to jacket. Traditional yoke front and back. Leather-covered buttons. Set-in sleeves . . . coat cuffs. Quilted acetate sleeve lining. Leather clean.

HIS \$39.50 Average length, 30 inches. *State even chest size 36 to 46 inches.* Order your usual size. If in doubt, see page 771.
45 H 64001CMF—Shipping weight 6 pounds \$39.50

HERS \$38.50 Measures about 27 inches long. Misses' sizes 8, 10, 12, 14, 16, 18. *Please state correct size.*
45 H 65700MF—Shipping weight 6 pounds \$38.50

SHOWN ON THIS PAGE

Suede Bush Jacket of supple imported sheepskin. Warm zip-in pile lining

More PRICE ROLL-BACKS!

2 Beautifully handmatched skins imported from New Zealand. You'll appreciate the authentic styling. Four patch pockets are pleated, flapped and importantly buttoned with leather. Trim belt . . . notched-lapel collar. Set in sleeves. Fully lined with sleek acetate taffeta. Thick cotton-backed acrylic pile zip lining. Medium brown. Leather clean.

HIS \$61.75 1969 Christmas Book was \$65.00. Average length, 32 inches. *State even chest size 36 to 46 inches.*
45 H 66008CMF—Shipping weight 5 pounds **\$61.75**

HERS \$56.75 1969 Christmas Book was \$60.00. Measures about 29 inches long. Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*
45 H 65490MF—Shipping weight 3 pounds 12 ounces. **\$56.75**

Suede Western Jacket with a fling of fringe . . . selected imported sheepskin

3 New Zealand suede becomes the most Western of jackets. Fringe swings from front and back yokes, sleeves, bottom, shoulders and slanted pockets. Set-in sleeves with coat cuffs. Leather-covered buttons. Notched-lapel collar. Fully lined with smooth rayon taffeta. Leather clean.

HIS \$44.90 Average length, 32 inches. *State even chest size 36 to 46 inches.*
45 H 68014CMF—Brown 45 H 68013CMF—Tan
Shipping weight 4 pounds 1 ounce **\$44.90**

HERS \$39.90 Measures about 30 inches long. Misses' sizes 8, 10, 12, 14, 16, 18. *Please state correct size.*
45 H 65110MF—Brown 45 H 65111MF—Tan
Shipping weight 3 pounds **\$39.90**



The HIS and HERS



1

1

CHAPTER 2

SKI JACKETS COPE WITH THE COLD

*Wind-breaking nylon . . . pile-lined
and reversible. Hide-away hood*

More PRICE ROLL-BACKS!

1 Wonderfully warm. Water-repellent nylon taffeta quilted to Dacron®88 polyester fiber filling . . . won't shift. Reverses to acrylic pile on cotton back for a completely different look. Zippered slash pockets on both sides. Double-fabric nylon hood rolls up and is held by button tab under lined collar. Knit cuffs, zip front. Drawstring bottom. Machine wash, warm.

HIS \$14.00 1969 fall price was \$14.90.
Average length, 28 inches.

Sizes S(36-38); M(39-41); L(42-44); XL(45-47).
Please state size S, M, L or XL.

45 H 82069MF—White
45 H 82065MF—Mallard blue (New)
45 H 82068MF—Deep brown (New)
Shipping weight 2 lbs. 4 oz. **\$14.00**

HERS \$14.00 1969 fall price was \$14.90.
About 25 inches long.

Misses' sizes S(8-10); M(12-14); L(16-18). Please
state size S, M or L.

7 H 1852MF—White
7 H 18122MF—Mallard blue (New)
7 H 18121MF—Deep brown (New)
Shipping weight 1 pound 10 ounces. **\$14.00**

CHAPTER 3

THE PROGRESS OF POSH PILE COATS

*Now the pile has such a high gloss
you could mistake it for fur*

2 So smoothly sheared. Superb quality 75% acrylic, 25% modacrylic pile looks like jet black Alaskan seal-fur. Cotton backed. Big notched collar tops double breasted front. Leather buttons. Set-in sleeves. Angled pockets. Black acetate satin lining. Furrier clean.

HIS \$43.50 About 37 inches long. Chest
sizes 36, 38, 40, 42 and 44.

Please state chest size.
45 H 16903MF—Shpg. wt. 5 lbs. 4 oz. **\$43.50**

HERS \$39.50 Same smart styling with de-
tachable back belt. Approx.
34 inches. Misses' sizes 8, 10, 12, 14, 16, 18. State size.
45 H 18695MF—Shpg. wt. 4 lbs. 8 oz. **\$39.50**

3 Fur Envoy Cap. Hollander process dyed mouton
lamb . . . fur origin U.S.A. Wool melton turn down
in band. Rayon quilted lining. Carbon black.
Sizes S(6½-6¾); M(7-7½); L(7½-7¾); XL(7¾-
7¾). Please state size S, M, L or XL.
33 H 98151MF—Shipping weight 9 ounces. **\$9.99**

*Reg. DuPont T.M.



The HIS and HERS



CHAPTER 4 ON-THE-GO IN A C.P.O.

*Smartly styled like a shirt . .
warmly pile-lined like a coat.
Pick a snappy solid, or
a smart new plaid*

(1 and 2) Inspired by the Navy's jacket for Chief Petty Officers . . ranking high now in plaids and solid colors. Style-true points: flapped patch pockets, anchor-design buttons and shirt tail bottoms. Warm cotton-back acrylic pile lining. Dry clean.

PLAIDS

1 Bold, crisp plaid takes to a blend of acrylic, re-processed wool, cotton, and other fibers.

HIS \$18.00 Sizes: Small (36-38); Medium (39-41); Large (42-44); Extra Large (45-47).
State size S, M, L or XL.
45 H 83019MF—Brown, white; tan lining
45 H 83015MF—Blue, white; blue lining
Shipping weight 2 pounds 10 ounces. \$18.00

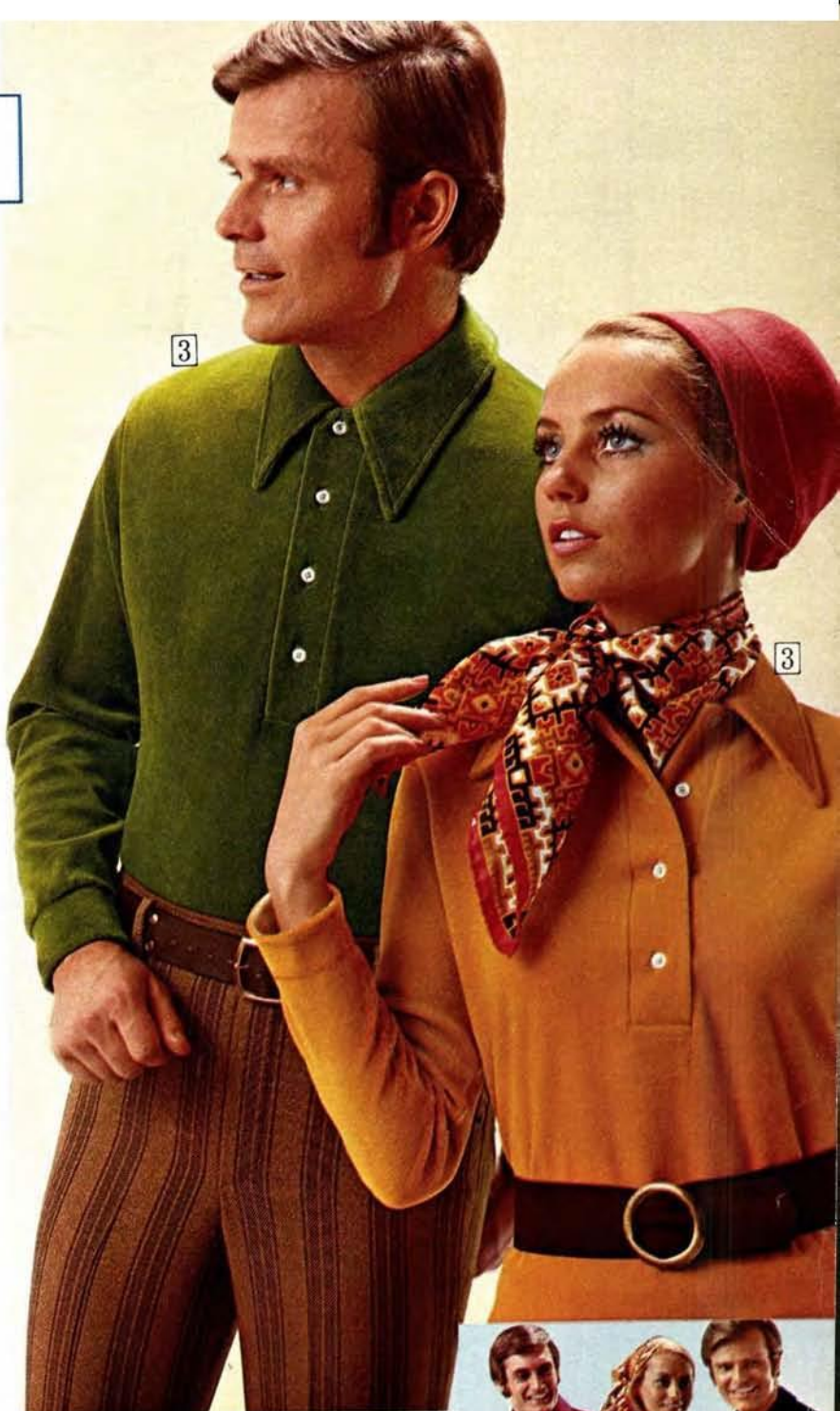
HERS \$18.00 Misses' sizes: Small (8-10); Medium (12-14); Large (16-18).
State size S, M, L.
7 H 18116MF—Brown, white; tan lining
7 H 18117MF—Blue, white; blue lining
Shipping weight 1 pound 14 ounces. \$18.00

SOLIDS

2 Especially nice colors. Navy blue jackets same blend as above. Camel tan jackets made of reprocessed wool, wool and nylon fibers.

HIS \$18.00 Sizes: Small (36-38-in. chest); Medium (39-41); Large (42-44); Extra Large (45-47).
State size S, M, L or XL.
45 H 83017MF—Camel tan; maple lining
45 H 83016MF—Navy blue; gold lining
Shipping weight 2 lbs. 10 oz. \$18.00

HERS \$18.00 About 26 inches long. Misses' sizes: Small (8-10); Medium (12-14); Large (16-18).
State S, M, or L.
7 H 18118MF—Camel tan; maple lining
7 H 18119MF—Navy blue; gold lining
Shipping weight 2 pounds 2 ounces. \$18.00



CHAPTER 5 WHY VELOUR WINS APPROVAL

*Because it has colors this
rich and deep . . softness this
velvety. 100% cotton knit*

3 Colors so jewel-like, they almost shimmer. Softness so luxurious, it invites touch. Pullover with pointed collar and 4-button placket. Square hemmed bottom. Long tapered sleeves. Dry clean.

HIS \$11.00 Self-fabric buttoned cuffs. Sizes S (34-36 in. chest); M (38-40); L (42-44); and XL (46-48). State size S, M, L, XL.
33H90642MF—Green 33H90643MF—Beige
33H90644MF—Gold 33H90647MF—Navy
33H90646MF—Claret red
Shipping weight 1 pound. \$11.00

HERS \$11.00 Sleeves have self-fabric band. Wear shirt out for tunic look. Misses' sizes S (8-10); M (12-14); L (16-18). Please state size S, M, L.
7 H 69312MF—Gold 7 H 69314MF—Beige
7 H 69313MF—Green 7 H 6931MF—Navy
7 H 69311MF—Claret red
Shipping weight 13 ounces. \$11.00



The HIS and HERS



CHAPTER 6 THE SHIRT AND JEANS CAPER

The White Shirt . . navy blue stitching

1 Navy topstitching outlines the western-flavored features: long pointed collar, flap pockets, button placket and 2-button cuffs. Back yoke, shirttail bottom. Broadcloth . . smooth blend of 50% polyester, 50% cotton. Machine wash, med.

HIS \$5.00 Trim regular (tapered) body. Flexible stays in collar. Sizes S(14-14½); M(15-15½); L(16-16½). *State size S, M, L.*
33 H 78079MF—Shipping weight 1 pound \$5.00

HERS \$5.00 Misses' sizes 8, 10, 12, 14, 16, 18. *State size. Order your usual size.*
If in doubt see pages 770-771.
7 H 4123MF—Shipping weight 7 ounces \$5.00

The Blue Denim Jeans

2 Basic . . with important differences: flared legs and 4 patch pockets. Waistband . . belt loops. Fly front zipper. Bar-tacked strain points. 100% cotton. Machine wash, warm.

HIS \$5.00 Modified flare. Trim 'N Tight: tight fit and slim look with low rise and snug fit in seat, thigh, leg. For young men with slim builds. *State waist, then inseam. Chart A below.*
41 H 25141MF—Shipping weight 1 pound 4 ounces . . . \$5.00

HERS \$5.00 Flared. Misses' sizes 8, 10, 12, 14, 16 and 18. *Please state size.*
7 H 1071MF—Shipping weight 14 ounces \$5.00

The trim Body Shirt

3 Contoured front seaming for the slim, youthful look. Oxford cloth of 50% polyester, 50% cotton. Tailored with button closing, long-point collar, 2-button cuffs, back yoke and shirttails. Machine wash, medium.

HIS \$5.00 Trim regular (tapered) body. Flexible stays. Sizes S(14-14½-in. neck); M(15-15½); L(16-16½); XL(17-17½). *State size S, M, L, or XL.*
33 H 78054MF—Gold
33 H 78051MF—Blue
Shipping weight 1 pound \$5.00

HERS \$5.00 Misses' sizes 8, 10, 12, 14, 16, 18. *Please be sure to state size.*
7 H 4018MF—Gold
7 H 4017MF—Blue
Shipping weight 7 ounces \$5.00

PERMA-PREST® Striped Jeans

4 Striped up and down and flared out . . jeans never need ironing when machine washed, warm, tumbled dry. Max. fabric shrinkage 1%. 50% Kodel® polyester, 50% cotton. Two front scoop pockets. Wide belt loops. You can shorten but not lengthen these jeans.

HIS \$6.00 Trim 'N Tight Dress Jeans. Tight fit and slim look with low rise and snug fit in seat, thigh, leg. For young men with slim builds. *State waist, then inseam, from Chart B below.*
41 H 24621MF—Blue, gold, brown stripes
41 H 24623MF—Gold, red and brown stripes
Shipping weight 1 pound 4 ounces \$6.00

HERS \$6.00 Misses' sizes 8, 10, 12, 14, 16, 18. *Please state correct size.*
7 H 10551MF—Blue, gold and brown stripes
7 H 1055MF—Gold, red and brown stripes
Shipping weight 13 ounces \$6.00

CHART A

Waist, in.	Inseam, in.
29, 31, 33	29, 30
30	28, 29, 30, 31, 32
32	28, 29, 30, 31, 32, 33
34, 36 . . .	29, 30, 31, 32, 33

CHART B

Waist, in.	Inseam, in.
29, 31 . . .	29, 30
33	29, 30
30, 32 . . .	29, 30, 32
34, 36 . . .	30, 32



CHAPTER 7

HOW THE BUSH SHIRT STAYS IN SHAPE

*It's knit so it sheds wrinkles . .
bonded to acetate tricot so it holds a
handsome tailored line*



Actual size . .
shows knit texture

5 Copied from the Australian bush jacket . . updated because it's knit of acetate and nylon in an interesting pin-point texture. Bonded to acetate tricot to help keep it trim and smooth. Four big pockets have button-through flaps. Precisely tailored with back yoke. Four-button front. Buckled belt. Buckles and buttons in contrasting color. Dry clean.

HIS \$12.00 Sizes S(34-36 in. chest); M(38-40); L(42-44). XL(46-48). *Please state S, M, L, XL.*
33 H 90625MF—Beige
33 H 90627MF—Navy
Shipping weight 2 pounds \$12.00

HERS \$11.00 Misses' sizes Small (8-10); Medium (12-14); Large(16-18). *Please state size S, M, or L.*
7 H 6838MF—Beige
7 H 68381MF—Navy
Shipping weight 1 pound 1 ounce \$11.00

The HIS and HERS

CHAPTER 8

THE GREAT SCARF 'N SWEATER TIE-UP

Wrap it snugly . . . trail it wide . . . the scarf gives a this-minute look to handsome, long-line cardigans. Classic argyle pattern

THE CARDIGAN

1 All-time favorite argyle pattern looks fresh and new in a smart garnet red, camel tan and navy blue combination. Warmly knit of 60% acrylic, 20% wool, 10% polyester, 10% nylon. Extra-long body trimly outlined with ribbed bottom, cuffs and button border. V-neck. Hand wash separately or dry clean.

HIS \$12.00 Sizes S (34-36 inch chest); M (38-40); L (42-44) and XL (46-48). Please state size S, M, L or XL.
33 H 84951MF—Wt. 1 lb. 4 oz. \$12.00

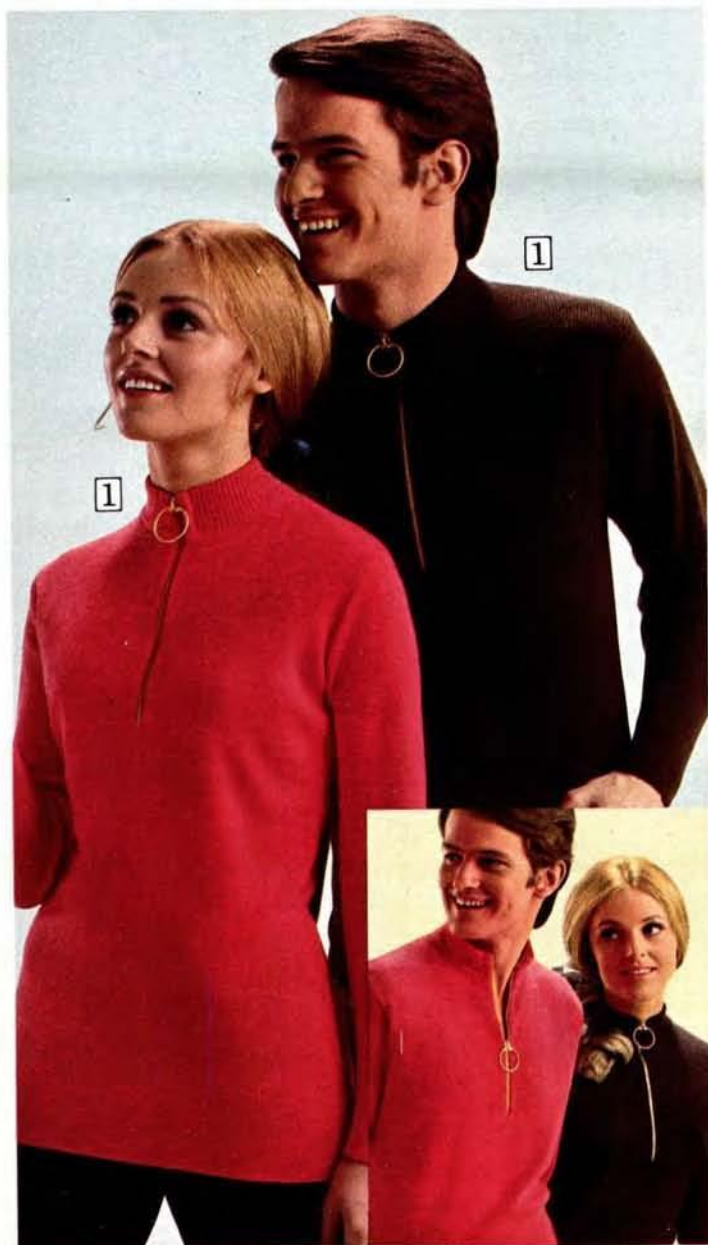
HERS \$11.00 Junior sizes 32, 34, 36, 38 and 40. Please state size.
Shipping weight 1 pound.
19 H 6795MF \$11.00

THE SCARF

2 Goes to great lengths for fashion . . . 6 feet long. Swings wide and free or snugs around neck and head on really cold days. Handsome tied fringe sets off each end. Double-fabric knit of the same fine yarns and in the same colors as the cardigans. Hand wash separately or dry clean.

HIS \$6.50 Man-sized 9-inch width.
33 H 3548M—Shpg. wt. 9 oz. . . \$6.50

HERS \$5.00 Nice 6½ inch width.
88 H 8266M—Shpg. wt. 10 oz. . . \$5.00



CHAPTER 9

THE BIG ZIP-IN SWEATER

Bold zipper with a big shiny ring . . . the right hardware touch for a soft Orlon pullover*

1 Mini-ribs line up in skinny little rows for a favorite look. Big zipper and ring of brass-colored metal contrast nicely with the soft texture of the fine gauge, 100% virgin Orlon* acrylic. Pullover has ribbed mock turtleneck. Machine wash, warm temperature . . . tumble dry.

HIS \$9.00 Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). *Please state size S, M, L or XL.*
 33 H 84963MF—Brown 33 H 84966MF—Red
 Shipping weight 1 pound . . . \$9.00

HERS \$8.00 Sizes 34, 36, 38, 40. Order your usual size. If in doubt, see pages 770-771. *Please state size.*
 7 H 9068MF—Red 7 H 9067MF—Brown
 Shipping weight 13 ounces . . . \$8.00



CHAPTER 10

THE BELTED SWEATER-VEST SWINGS IN

*Belt this long, lean sweater-vest and suddenly, it's very important. Wide-ribbed knit of Orlon**

2 It's essential to the layered look . . . and belted, it's even better. Sporty, wood-look buckle matches the buttons. Neatly ribbed belt . . . removable. Especially note the hefty, wide ribs of 100% virgin Orlon* acrylic. Machine wash, warm temperature . . . tumble dry.

HIS \$10.00 Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). *Please state size S, M, L or XL.*
 33 H 84971MF—Navy 33 H 84979MF—Natural
 Shipping weight 1 pound 3 ounces . . . \$10.00

HERS \$9.00 Sizes S(34); M(36-38); L(40). *Please state size. Order your usual size. If in doubt, see pages 770-771.*
 7 H 9022MF—Navy 7 H 9021MF—Natural
 Shipping weight 15 ounces . . . \$9.00

*Registered DuPont Trademark

The HIS and HERS

CHAPTER II

THE WESTERN SHIRT AND JEANS CORRALLED BY FRINGED VEST

Spirited Print Shirt



1 Savvy new print mixes pleasing tones of brown, gold and off-white with superb styling. Long point collar, tapered body, dress shirt-tails. Placket front. Yoke back. Long sleeves with two-button cuffs.

Blended of 50% Fortrel® polyester and 50% Avril® rayon. Machine washable, medium.

HIS \$6.00 One pointed pocket. Sizes S (14-14½-inch neck); M (15-15½); L (16-16½). Please state size S, M or L. 33 H 78513MF—Shipping weight 1 pound. \$6.00

HERS \$6.00 No pocket. Junior sizes 5, 7, 9, 11, 13, 15. Please state correct size. 19 H 4982MF—Shipping weight 6 ounces. \$6.00

Fringed split-cowhide Vest

2 Untamed sueded vest left natural: uneven coloring, brand marks. Tie closure. Double-stitched around armholes, front. Do not dry clean or wash... use suede brush only.

HIS \$11.97 Sizes S (34-36-inch chest); M (38-40); L (42-44).

Please state S, M, L only.

33 H 84983MF—Dark brown

33 H 84984MF—Burnished gold

Shipping weight 1 pound 11 ounces. \$11.97

HERS \$9.97 Junior sizes S (5-7); M (9-11); L (13-15).

Please state size S, M, L.

19 H 5014MF—Burnished gold

19 H 5015MF—Dark brown

Shipping weight 1 pound 4 ounces. \$9.97

Uncut Corduroy Jeans

3 The news is the flared legs and the velvety texture of uncut corduroy... it has no wales. 100% cotton. Bartacked strain points, safety-stitched seams. Front slash pockets, set-in back pockets. Fly front zipper. Machine washable, medium.

HIS \$8.00 Trim 'n Tight. For tight, snug fit in seat, thigh, and legs.

State waist	then inseam
29, 31, 33, 36.....	29, 30
30, 32, 34.....	29, 30, 31

41 H 24586MF—Chestnut brown

41 H 24587MF—Camel tan

Shipping weight 1 pound 4 ounces. \$8.00

HERS \$8.00 Junior sizes 5, 7, 9, 11, 13. State size.

19 H 7614MF—Chestnut brown

19 H 7615MF—Camel tan

Shipping weight 1 pound 2 ounces. \$8.00

CHAPTER 12

A WINNER'S CIRCLE OF SHIRTS AND SLACKS

Belted Shirt . . of soft acrylic knit

1 Soft Pullover takes awards in the fashion game . . looks good, feels good. 100% Acrilan® acrylic, four-button placket. Belt. Covered buckle. Back yoke. Long point collar. Long sleeves, button cuffs. Machine wash, warm.

HIS \$9.00 Sizes S(34-36-inch chest); M(38-40); L(42-44); XL(46-48). *State S, M, L or XL.*
33 H 90659MF—White 33 H 90658MF—Black
Shipping weight 1 pound \$9.00

HERS \$9.00 Junior sizes S(5-7); M(9-11); L(13-15). *State S, M or L.*
19 H 5339MF—White 19 H 5340MF—Black
Shipping weight 8 ounces \$9.00

Slacks . . bold tweed stripes

2 A long and leggy look in tweedy black and white herringbone fabric woven of nylon, wool and acrylic. Bonded to acetate tricot for shape retention. Styled with contoured no-band waist, belt loops, fly-front zipper closing. Cuffless. Dry clean.

HIS \$12.00 Trim regular. For the trim look, regular fit. Straight leg.

State waist	then inseam, in.
30	29, 30
32, 34, 36	28, 29, 30, 31, 32

41 H 81199MF—Shipping weight 1 lb. 10 oz. \$12.00

HERS \$10.00 Straight-leg Style. Junior sizes 5, 7, 9, 11, 13, 15. *State correct size.*
19 H 7616MF—Shipping weight 13 ounces \$10.00

Body Shirt knit in heather-tones

3 Front seams give it shape. A mixture of colored and white yarns gives it subtle heather tones. Of 50% polyester, 50% cotton. Long point collar. Button-front with placket, back yoke. Long sleeves, button cuffs. Shirt tail bottom. Machine wash, warm.

HIS \$8.00 Sizes S(34-36-inch chest), M(38-40), L(42-44); XL(46-48). *State S, M, L, XL.*
33 H 90817MF—Blue heather 33 H 90816MF—Red heather
Shipping weight 12 ounces \$8.00

HERS \$8.00 Junior sizes 5, 7, 9, 11, 13, 15. *Please state correct size.*
19 H 5341MF—Red heather 19 H 5342MF—Blue heather
Shipping weight 9 ounces \$8.00

PERMA-PREST® Flannel Slacks

4 Gray flannel slacks of 50% Dacron® polyester, 25% rayon and 25% Orlon® acrylic. Yoked, no-band waist buttons twice. A pair of front pocket flaps button down. Fly-front zipper closing. Cuffless. Machine wash, warm. Tumble dry . . never need ironing.

HIS \$10.00 Straight leg. 2 front pockets. Trim regular (on figure). For trim look, regular fit.

State waist, in.	then inseam, in.
30	29, 30
32, 34, 36	28, 29, 30, 31, 32

41 H 81099MF—Shipping weight 1 lb. 6 oz. \$10.00

Trim 'n tight (not shown). For the slim young man. Straight leg.

State size, inches	then inseam, inches
30, 31, 33	29, 30
32	29, 30, 31
34, 36	29, 30, 31, 32

41 H 10291MF—Shipping weight 1 lb. 4 oz. \$10.00

HERS \$9.00 Slightly flared leg. No front pockets. Junior sizes 5, 7, 9, 11, 13.
Please be sure to state correct size.
19 H 7617MF—Shipping weight 13 ounces \$9.00



The HIS and HERS



CHAPTER 13

THE JUMPSUIT JOINS THE FAMILY

*Rightly so. An all-purpose,
all-people garment.
No-iron PERMA-PREST®
twill of Dacron* and cotton*

(1 thru 5) From its long-point collar to its neatly creased legs, the jumpsuit is trim and easy to wear. Zip front. Elastic back waist. Adjustable self-fabric belt has metal buckle. Hemmed bottoms . . . you can shorten, but not lengthen them. Easy care, too. Strong, 2-ply fabric of 50% Dacron* polyester and 50% cotton. Machine wash, medium; no ironing when tumble dried.

1 Men's. Short sleeves with cuffs. Full two-way zipper front. Plenty of pockets . . . 2 chest pockets, 2 side-seam pockets, and 2 patch pockets in back. Stitched-down front creases.

State chest size 36, 38, 40, 42, 44, 46.
33 H 14011MF—Blue 33 H 14012MF—Gold
Shipping weight 2 lbs. 1 oz. . . . \$18.95

2 Women's. Short sleeves with mock cuffs . . . one side-seam pocket and one patch pocket in back. Misses sizes 8, 10, 12, 14, 16, 18. State size.
38 H 62851MF—Blue 38 H 62852MF—Gold
Shipping weight 1 pound 11 oz. . . . \$17.95

3 Boys'. Long sleeves with button cuffs. Two-way Talon® front zipper. Button neck. Four pockets . . . 2 chest, 2 side pockets. Stitched-down creases.

State size 6, 8, 10, or 12. Magnetic buckle.
40 H 67880MF—Blue 40 H 67881MF—Gold
Shipping weight 1 lb. 12 oz. . . . \$13.95

State size 14, 16, 18 or 20.
40 H 67890MF—Blue 40 H 67891MF—Gold
Shipping weight 2 lbs. 4 oz. . . . \$15.95

4 Girls'. Long sleeves with button cuffs. Two chest patch pockets. Stitched-down creases. Girls' sizes 7, 8, 10, 12, 14.

Please state correct size.
77 H 5064MF—Blue 77 H 50641MF—Gold
Shipping weight 1 lb. 2 oz. . . . \$13.95

5 For Little Boys and Girls. Long sleeves have button cuffs. Two-way pull tabs convert full-length, non-snap zipper to fly front. Adjustable half-belt in front. Easy on-off magnetic buckle. Two chest patch pockets . . . 2 front scoop patch pockets. Stitched-down creases.

State size 3, 4, 5, 6, 6x.
29 H 7841MF—Blue 29 H 7842MF—Gold
Shipping weight 14 ounces. . . . Each \$9.95
*Reg. T.M. DuPont



7 Her poncho also
in brown

CHAPTER 14

WHAT BECAME OF THE NOTICEABLE PLAID?

*It became HIS and HER belted C.P.O. Shirt . . .
and HER newsworthy hooded Poncho*

6 Bold woven plaid, blend of 40% acrylic, 35% reprocessed wool, 20% cotton, 5% other fibers. Brushed texture, Long point collar. Lined inside neck band and yoke. Button front, cuffs. Button-through flap pockets. Square hemmed bottom. Dry clean.

HIS \$12.00 Sizes S(14-14½ neck); M(15-15½); L(16-16½); XL(17-17½). State size S, M, L, XL.
33 H 64241MF—Blue plaid 33 H 64243MF—Brown plaid
Shipping weight 2 pounds 5 ounces. . . . \$12.00

HERS \$12.00 Junior sizes S(5-7); M(9-11); L(13-15). State size S, M, or L.
19 H 3517MF—Brown plaid 19 H 3516MF—Blue plaid
Shipping weight 1 pound 11 ounces. . . . \$12.00

7 Soft brushed texture adds extra-attraction to warm plaid of 40% acrylic, 35% reprocessed wool, 20% cotton, and 5% other fibers. Pullover style has drawstring hood and short front zipper. One big patch pocket. Flippy fringe. Dry clean.

HERS \$12.00 One size poncho fits all.
19 H 3518M—Blue plaid
19 H 3519M—Brown plaid
Shipping weight 2 lbs. 1 oz. . . . \$12.00

The HIS and HERS



CHAPTER 15 A FAMILY BEDTIME STORY

**Sanforized® cotton
Flannelette Pajamas.
Bright red, white and blue
dots dash-up the tops**

(1 thru 5) Bright and lively tailored pajamas. Tops accented with solid blue cuffs and notched collars. Pearlized plastic buttons... 3-button closing. Solid blue pants. Sanforized® cotton flannelette napped for real softness. Maximum fabric shrinkage 1%. Machine wash, medium.

1 Girls' Pajamas. Elasticized back waist. Girls' sizes 7, 8, 10, 12, 14. Be sure to state correct size. 77 H 3735MF—Shipping weight 10 oz. \$3.99

2 Women's Jamarrette. Elasticized waist. SHORT... fits heights under 5 ft. 3 in. State bust size 30, 32, 34, 36. 38 H 71251MF—Shipping weight 1 lb. \$4.79 AVERAGE... fits 5 ft. 3 in. to 5 ft. 7 in. State bust size 32, 34, 36, 38, 40, 42. 38 H 71261MF—Shipping weight 1 lb. \$4.79 TALL... fits heights over 5 ft. 7 in. State bust size 34, 36, 38, 40. 38 H 71271MF—Shipping weight 1 lb. \$4.99

3 Boys' Pajamas. Pants have adjustable Gripper® fastener, covered live rubber waistband. Snap fly front. State size 8, 10, 12, 14, 16, 18 or 20. 43H46009MF—Shipping weight 14 oz. \$3.99

4 Little Boys' and Girls' Pajamas. Pants have band front and heat-resistant elastic back waist. State size 3, 4, 5, 6, 6x. 29 H 3439MF—Shipping weight 7 oz. \$2.99

5 Men's Pajamas. Pants with Nobelt® comfort waist band and Gripper® snaps on adjustable waist and fly closure. Hip pocket. Sizes S(34-36-inch chest); M(38-40); L(42-44); XL(46-48). State size S, M, L, XL. 33 H 13431MF—Shpg. wt. 1 lb. 3 oz. \$5.49 TALL SIZES. For men 6 ft. tall and over. State size M, L, XL only. 33 H 13441MF—Shpg. wt. 1 lb. 3 oz. \$5.99

6 Women's, Girls' Slipper. Fuzzy Wuzzy with long-haired dyed shearing lamb upper. Padded vinyl sole. Bright royal blue. Women's sizes C(med. wide) 5 to 10. Full sizes. State full size, then C width. Girls' sizes wide width 10 to 3. Full sizes. State full size. 15H54173F—Women's Wt. 1 lb. \$5.99 15H51633F—Girls' Wt. 10 oz. \$3.99

7 Men's, Boys' Slipper. Wide-wale cotton corduroy upper and terry lining. Vulcanized rubber sole, heel. Bright blue. Men's sizes D(med.) 7 to 11, 12, 13, 14. Half sizes. State size, then D width. Boys' sizes D(med.) 1 to 6. Full sizes. State full size, then D width. 67H91260F—Men's Wt. 1 lb. 8 oz. \$2.99 67H65260F—Boys' Wt. 1 lb. 6 oz. \$2.99



CHAPTER 16 THE WONDERFUL KIMONO WRAP-UP

Wide-sleeved, uncluttered styling... just wrap it and sash it

8 Thick, 100% cotton terry is so absorbent. Two patch pockets, roomy ¾-length sleeves. Bright, clear colors outlined crisply by white belt and front trim. Machine wash, separately at medium temperature.

HIS \$11.99 Sizes S(34-36-in. chest); M(38-40); L(42-44); XL(46-48). State size S, M, L, XL. 33 H 81837MF—Deep blue 33 H 81832MF—Lime green 33 H 81835MF—Brick Shipping weight 1 pound 14 ounces \$11.99

HERS \$9.00 Misses sizes S(10-12); M(14-16); L(18). State size S, M, L. 38H86492MF—Deep blue 38H86494MF—Lime green 38H86493MF—Brick Shipping weight 1 pound 8 ounces \$9.00

GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes too

the stay-neat

DACRON.
A DU PONT FIBER



PERMA-PREST® double-knit Dresses

100% Dacron® polyester double-knit fabric takes the fuss out of garment care. These dresses keep their shape through active wear, through washing after washing. Colors stay bright and lively. Careful tailoring . . . seams specially stitched so they won't ravel. For the easiest care ever, just machine wash, medium; tumble dry . . . no ironing needed.

1 A-line dress designed for fit-and-flare flattery. Bracelet-length sleeves. White contrast-color collar and cuffs of Dacron® polyester double knit. Non-sag nylon zipper in back. Five pearlized plastic buttons and mock-mini-belt with matching pearlized plastic buckle added for trim.

Girls' sizes 7, 8, 10, 12. Please state size.

77 H 1484F—Red
77 H 1485F—Green
Shpg. wt. 9 oz. \$9.99

*Reg. DuPont T.M.

18 Sears
PCBKM
AEDSLG

2 Jacquard pattern shift. ¾-length sleeves have white cuffs. White cowl collar with sash. White stitched-down band marks dropped waist. Non-sag nylon zipper in back.

Girls' sizes 7, 8, 10, 12, 14. Please state size.

77H1480F—Turquoise blue with white trim
77H1481F—Red, white trim
Shpg. wt. 10 oz. \$9.99

Chubby Girls' sizes 10½, 12½, 14½, 16½. Turquoise blue, white only. State size.

77 H 1865F—Wt. 13 oz. . \$11.99

3 Short-sleeve collarless dress. Gold-color metal buttons at front closing and on decorative U-shaped pockets. Stylish striped scarf at neckline is detachable. Dress has lowered waistline. Two kicky front pleats.

Girls' sizes 7, 8, 10, 12, 14. Please state size.

77 H 1482F—Gold
77 H 1483F—Royal blue
Shpg. wt. 9 oz. \$9.99

Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. Gold only. Please state size.

77 H 1866F—Wt. 12 oz. . \$11.99

KNITS

Great shape-keepers and every one is washable



Knit Dresses of Orlon* acrylic bonded to acetate tricot

1 2-piece knit outfit. Gold and navy striped top attached to gored skirt of gold. Top has jewel neckline, back zip. Separate gold vest with gold-color chain and buttons. Top: unbonded Orlon* acrylic. Vest and skirt: Orlon* acrylic bonded to acetate tricot. Hand wash, separately.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

77 H 1486F—Wt. 12 oz. \$9.99

Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. State size.

77 H 1867F—Wt. 15 oz. \$11.50

2 Jumper and blouse set. Smart gold-color chain laces front of gold knit modified-A-line jumper. Separate deep brown blouse of cotton broadcloth has ¾ sleeves, long pointed collar, button front. Jumper: hand wash alone. Blouse: machine wash, medium temperature.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

77 H 1487F—Wt. 12 oz. \$7.99

Chubby Girls' sizes 10½, 12½, 14½, 16½. State size.

77 H 1868F—Wt. 15 oz. \$9.50

3 Bittersweet, white and yellow combine in this spirited daisy print dress. Knit of Orlon* acrylic bonded to acetate tricot. A dress to wear everywhere. It has short sleeves and back zipper. Self tabs at waistline are cleverly joined by gold-color metal button and chain trim for a belted effect. Hand wash, separately. Wt. 9 oz.

Girls' sizes 7, 8, 10, 12, 14.

77 H 1489F—State size \$5.99

4 Sophisticated turtleneck skiny-rib sweater knit. The color statement for this fall is rust. Body-skimming shift style has bracelet-length sleeves. Back zipper for easy on and off. Slender gold-color chain link belt winds around waist . . . or you can wear it as a shift alone without belt. Hand wash, separately.

Girls' sizes 7, 8, 10, 12, 14.

Shipping weight 12 oz.

77 H 1488F—State size \$6.99

ORDER USUAL SIZE . .
if in doubt see "how to measure"
on page 768

*Reg. DuPont T.M.

OUTFITS

GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too



1 Jumper 'n Blouse. Swingy jumper sports a brown and tan woven plaid swinger skirt and tan knit top of bonded acrylic. Belt defines the dropped waistline. Step-in style with a button-front closing. Separate cotton blouse shows off a droopy dog-ear collar and $\frac{3}{4}$ -length sleeves, back-button closing. Machine wash, warm . . . do not tumble dry jumper.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1496F—Shipping weight 15 ounces \$7.99

Chubby Girls' 10 $\frac{1}{2}$, 12 $\frac{1}{2}$, 14 $\frac{1}{2}$, 16 $\frac{1}{2}$. *State size.*

77 H 1871F—Shipping weight 1 lb. 2 oz. \$9.50

2 Dress 'n Scarf. Low-torso dress is all dash with its knife-pleated woven skirt and red knit top of bonded acrylic. Jewel neckline, back-zipper closing. Long detachable scarf spices up the dress in the same red and gray potent plaid as the skirt. Machine wash, warm . . . do not tumble dry.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1497F—Shipping weight 10 ounces \$7.99

Chubby Girls' 8 $\frac{1}{2}$, 10 $\frac{1}{2}$, 12 $\frac{1}{2}$, 14 $\frac{1}{2}$, 16 $\frac{1}{2}$. *State size.*

77 H 1872F—Shipping weight 13 ounces \$9.50

3 Dress 'n Vest. Bittersweet crocheted vest of Orlon® acrylic complements this zippy dress with a two-piece look. Shirt-look, button-front woven top (polyester and rayon) is attached to the woven skirt of bonded acrylic. Black, tan, and bittersweet plaid skirt steps lively with inverted front pleats, vinyl belt. Machine wash, warm . . . do not tumble dry.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1494F—Shipping weight 14 ounces \$11.99

4 Dress 'n Poncho. Woven ensemble of bonded acrylic. Poncho's slightly scooped neckline lets the stand-up collar of the dress peek out. Dress has a two-piece look . . . red, brown, and tan plaid A-line skirt and off-white, short-sleeve top. Machine wash, warm . . . do not tumble dry.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1495F—Shipping weight 12 ounces \$11.99

**Featuring shape-retaining acrylic
bonded to acetate tricot**

*Reg. T.M. DuPont

ARE IT!

Great fashion fun . . . these 2-piece ensembles!
Wear them as a complete outfit . . .
or just the part that suits your whim

5 PERMA-PREST® Dress 'n Vest. Check-mates in green and white. Dropped-waist dress takes a knife-pleated skirt . . . green button-front top. Separate vest buttoned and pocketed. Outfit is polyester and cotton. Machine wash, med., tumble dry, no iron.

Girls' sizes 7, 8, 10, 12, 14. Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. State size.
77 H 1491F—Wt. 10 oz. . . . \$6.99 77 H 1870F—Wt. 13 oz. . . . \$7.99

6 Dress 'n PERMA-PREST® Jumper. Cotton and polyester green jumper with mock pockets . . . machine wash, med., no iron if tumble dried. Cotton paisley dress (not Perma-Prest) goes it alone with bracelet-length sleeves, flip tie, back zipper. Machine wash, med.

Girls' sizes 7, 8, 10, 12, 14. Chubby Girls' sizes 10½, 12½, 14½, 16½. State size.
77 H 1490F—Wt. 9 oz. . . . \$6.99 77 H 1869F—Wt. 12 oz. . . . \$7.99

7 Dress 'n Vest. A tricky combination in cotton, polyester. Separate navy vest is groovy over about anything. Navy and green plaid skirt swaggers with knife pleats . . . attached blouse sports ¾-length sleeves, back button closing. Not PERMA-PREST® . . . machine wash, medium.

Girls' sizes 7, 8, 10, 12, 14. State correct size.
77 H 1493F—Shipping weight 9 ounces \$6.99

8 PERMA-PREST® Jumper 'n Blouse. Blue and green plaid pullover-style jumper with dropped waist and inverted front pleats. Blouse sports ruffles, back-button closing. Cotton and polyester outfit. Machine wash, med. . . . no iron if tumble dried.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.
77 H 1492F—Shipping weight 7 ounces \$6.99

Featuring no-iron fabrics
of cotton and Fortrel polyester

\$6.99
girls' sizes



GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

PERMA-PREST® DRESSES..



Fabrics contain
PORTREL
THE FRESHENING FIBER



No-iron Fortrel® polyester and cotton with kicky Stay-Pleated Pleats \$5.99 girls' sizes

1 Fashion detailing makes this blue and brown plaid dress something special... matching necktie and bracelet-length sleeves. Set-in bias band shows off the knife-pleated skirt. Back zipper closing.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 1501F—Shpg. wt. 8 oz.\$5.99

2 Crystal-pleats fall freely from a low waistline to surround you with a bounciness you'll love. The pleats are sure to stay in too—it's a PERMA-PREST® dress. Plaid detachable necktie picks up the brown of the dress. White collar and cuffs. Back zip closing.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 1500F—Shpg. wt. 9 oz.\$5.99

3 Cardigan sweater... fine gauge acrylic. Full-fashioned. Cable detail splices the front. Color-cued buttons. Machine wash, med. Made in Korea.

Girls' sizes S(7-8); M(10-12); L(14).
77H8690F—White 77H86901F—Brown
State size S, M, L. Wt. 3 oz.\$3.99

4 Pretend pockets buttoned and flapped to perk the front pleats. Brown plaid with citrus shades takes a dash of white at the cuffs and bow-trimmed collar. Back zipper.

Girls' sizes 7, 8, 10, 12, 14. *Please state correct size.*

77 H 1498F—Shpg. wt. 6 oz.\$5.99
Chubby Girls' 10½, 12½, 14½, 16½.

State correct size.
77 H 1873F—Shpg. wt. 9 oz.\$6.99

5 White spiced at just the right spots dramatizes this purple dress with raspberry and white stripes. Cowl collar, bracelet-length sleeves. Sash defines the dropped waistline and accents the knife-pleated skirt. Six white buttons march down the left side to add the finishing touch. Back zipper closing.

Girls' sizes 7, 8, 10, 12, 14. *Please state correct size.*

77 H 1499F—Shpg. wt. 7 oz.\$5.99
Chubby Girls' 8½, 10½, 12½, 14½,

16½. *State correct size.*
77 H 1874F—Shpg. wt. 10 oz.\$6.99

all play and little work make them exciting



Fabrics contain
PORTREL
THE FINE SHIRTING FIBER

No-iron Fortrel® polyester and cotton \$ 4.99 girls' sizes
in nifty Shift and Shirtwaist styles

1 Autumn blossoms on a navy background show off the classic, uncluttered lines. Removable jabot front and ruffled sleeves with a trace of lace. A long line of buttons right down to the hem forms the front closing.

Girls' sizes 7, 8, 10, 12, 14. *State correct size.*

77 H 1504F—Shpg. wt. 9 oz. . . \$4.99
Chubby Girls' 8½, 10½, 12½,
14½, 16½. *State correct size.*

77 H 1876F—Shpg. wt. 12 oz. . . \$5.99

2 Sparkling white lace dances down the front and then edges the neckline to form a stand-up collar on this swiny navy blue shirt shift. Bracelet-length sleeves flourish with a trimming of lace. Front button closing.

Girls' sizes 7, 8, 10, 12, 14. *Please state correct size.*

77 H 1503F—Shpg. wt. 5 oz. . . \$4.99

3 The shirt-shift gets a check-up and a personal touch too . . . send in wide tie and have your initials or name embroidered on it. Tailored royal blue and white woven dress sports a slither of white at the collar. Patch pocket, ¾-length sleeves. Front button closing.

Girls' sizes 7, 8, 10, 12, 14. *State correct size.*

77 H 1502F—Shpg. wt. 6 oz. . . \$4.99
Chubby Girls' 10½, 12½, 14½,
16½. *State correct size.*

77 H 1875F—Shpg. wt. 9 oz. . . \$5.99

4 Navy plaid shirtdress spruced up with patch pockets and ¾-length sleeves. A swiny dress with contrasting hip-low belt, stand-up collar and sleeve trim. Gold-color anchor buttons march down the front.

Girls' sizes 7, 8, 10, 12, 14. *Please state correct size.*

77 H 1505F—Shpg. wt. 6 oz. . . \$4.99

All dresses on these two pages are machine washable, medium, no ironing if tumble dried



GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

Only \$3.99 each..yet these are groovy

Girls' sizes

1 PERMA-PREST® jumper-effect dress. Navy blue vest-style top. Back-button closing. Lowered waistline. Gathered plaid skirt is mostly navy blue. White blouse insert with pointed collar, plaid bow tie. Top: polyester, rayon; skirt: polyester, cotton. Mach. wash, med.; tumble dry, no iron.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1506F—Shpg. wt. 6 oz. \$3.99

Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. *Please state correct size.*

77 H 1877F—Shpg. wt. 9 oz. \$4.99

2 PERMA-PREST® short-sleeve dress is predominantly navy blue. White pointed collar and sleeve trim. Low waistband is accented with 2 gold-color metal buttons. Skirt is softly gathered all around. Back-button closing. Gingham of polyester and cotton blend. Machine wash, medium temperature; tumble dry, no iron.

Girls' sizes 7, 8, 10, 12. *State size.*

77 H 1508F—Shpg. wt. 5 oz. \$3.99

3 PERMA-PREST® short-sleeve dress is of navy blue with red vest insert. Screen-printed yoke from cowl collar to vest. Collar and cuffs in bright white for contrast. 4 petite buttons at front. Button closing at back, back tie at waist. Blend of polyester and cotton. Machine wash, medium temperature; tumble dry, no iron.

Girls' sizes 7, 8, 10, 12. *State size.*

77 H 1507F—Shpg. wt. 5 oz. \$3.99

4 PERMA-PREST® gingham dress of red, green, navy blue plaid. Great stand-up self-fabric collar. ¾ elasticized sleeves with self-fabric ruffle. Dropped waistline with full gathered skirt. Button closing at back. Polyester and cotton. Machine wash, medium; tumble dry, no iron.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 1509F—Shpg. wt. 5 oz. \$3.99

Chubby Girls' sizes 10½, 12½, 14½, 16½. *Please state correct size.*

77 H 1878F—Shpg. wt. 8 oz. \$4.99

ORDER USUAL SIZE . . if in doubt see pages 768-769 for "how to measure."

Then use Girls' chart on page 43; Chubby Girls' chart on page 47

Would you like a Sears Credit Card?
See page 784



Even at this
Low, Low Price
\$2.99

cotton
Dress with
lace trim

Styled to go everywhere, this all-cotton gingham dress is plaid of navy, green, rust, light blue and gold. White lace edges neckline, forms double row of trim down to high waistband. White buttons add a perky touch. Button closing at back. Machine wash, medium temperature. Not Perma-Prest.

Girls' sizes 7, 8, 10, 12. *Please state size.*

77 H 1510F—Shipping weight 4 oz. \$2.99



PERMA-PREST® Dresses

5 PERMA-PREST® jumper-look dress in fit-and-flare style. Decorative front button panel and center inverted pleat. Woven plaid blouse-look insert predominantly navy blue. White cuffs on $\frac{3}{4}$ -length sleeves. Floppy dog-ear collar. Broadcloth of polyester and cotton. Back zipper. Machine wash, medium; no ironing if tumble dried.

Girls' sizes 7, 8, 10, 12. *State size.*
77 H 1513F—Shpg. wt. 5 oz. ...\$3.99
Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. *Please state size.*
77 H 1880F—Shpg. wt. 8 oz. ...\$4.99

6 PERMA-PREST® red and navy blue checked dress. White lace trims stand-up collar and sleeves. 3 buttons march down the front. Peasant-look woven border at bottom. Gingham of polyester and cotton. Button back. Machine wash, medium temperature; no ironing needed if tumble dried.

Girls' sizes 7, 8, 10, 12, 14. *Please state correct size.*
77 H 1512F—Shpg. wt. 5 oz. ...\$3.99

7 PERMA-PREST® button-back shift in red with contrasting cream-color collar and cuffs. $\frac{3}{4}$ -length sleeves. Four-button panel edged with ruffle. Broadcloth of polyester and cotton. Machine wash, medium; no iron if tumble dried.

Girls' sizes 7, 8, 10, 12. *State size.*
77 H 1514F—Shipping weight 5 oz. ...\$3.99

8 PERMA-PREST® navy blue print dress. White yoke insert has 5 buttons, is edged with white lace. Lace also edges neckline and sleeves. Push-up sleeves are elasticized, have ruffle at bottom. Button back. Polyester and cotton broadcloth. Machine wash, medium; no ironing if tumble dried.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 1515F—Shipping weight 7 oz. ...\$3.99
Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½.
77 H 1881F—*State size.* Shpg. wt. 10 oz. ...\$4.99

9 PERMA-PREST® woven plaid shift in navy blue, red and yellow. Bow at neckline. Button back. Sleeves end in smocking, self-fabric ruffle. Polyester and cotton gingham. Machine wash, med., tumble dry, no iron.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 1511F—Shipping weight 5 oz. ...\$3.99
Chubby Girls' sizes 10½, 12½, 14½, 16½.
77 H 1879F—*State size.* Shpg. wt. 8 oz. ...\$4.99

You can shorten but not lengthen PERMA-PREST® dresses on these two pages.

GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

COATS ready for any season

You can wear them with or without warm zip-liners



(1 thru 4) Zip-liners: acrylic pile on cotton back. Sleeves are quilted acetate with acetate fill. Cotton knit wristlets, except (4) cotton-and-nylon knit.

1 Shower-resistant coat. Fortrel® polyester and cotton treated with ZePel®. 2 big pockets with flaps. Self belt; loops. Acetate lining. Dry clean.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

With Zip-liner
77 H 2793F—Light camel tan
77 H 2794F—Navy blue
Shpg. wt. 2 lbs. \$19.99

Without Zip-liner
77 H 2761F—Light camel tan
77 H 2762F—Navy blue
Shpg. wt. 1 lb. 10 oz. \$15.99

2 Navy blue trench coat and kerchief of Avril® rayon and cotton. Acetate lining. Dry clean.

Girls' sizes 7, 8, 10, 12, 14.

With Zip-liner
State size. Shpg. wt. 2 lbs.
77 H 2738F \$18.99

Without Zip-liner
State size. Shpg. wt. 1 lb. 8 oz.
77 H 2736F \$14.99

*Reg. T.M. DuPont

3 Chesterfield. Blue-and-red plaid polyester and cotton: ZePel® treated. Cotton velveteen collar. 2 pockets. Acetate lining. Dry clean.

With Zip-liner.
Girls' sizes 7, 8, 10, 12, 14. State size.

77 H 2795F—Shpg. wt. 2 lbs. ... \$15.99
Chubby Girls' sizes 10½, 12½, 14½, 16½. State size.
77 H 2864F—Wt. 2 lbs. 6 oz. ... \$17.99

4 Shower-resistant balmacaan and headscarf. Dacron® polyester, cotton: ZePel® treated. Acetate lining. Machine wash, warm.

With Zip-liner
Girls' sizes 7, 8, 10, 12, 14.

77 H 2720F—Light blue
77 H 2702F—Deep navy blue
77 H 2700F—Cranberry
77 H 2724F—Forest green
State size. Shpg. wt. 2 lbs. ... \$16.99

Chubby Girls' sizes 10½, 12½, 14½, 16½. State size.

77 H 2855F—Cranberry
77 H 2856F—Deep navy blue
Shpg. wt. 2 lbs. 8 oz. \$18.99

Another PRICE ROLL-BACK!

Spring Big Book was \$12.99. Without Zip-liner. Navy blue only.
Girls' sizes 7, 8, 10, 12, 14. State size.
77 H 2705F—Wt. 1 lb. 4 oz. ... \$12.34



1 Reversible hooded storm coat. Navy blue smooth side of polyester and cotton reverses to red quilted side of nylon with polyester quilt fill. Navy blue belt; wide belt loops and patch pockets on navy side. Metal buttons. Both sides treated to be shower resistant. Dry clean.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

Shipping weight 2 lbs. 4 oz.
77 H 2796F \$19.99

2 Quilted princess-style coat of wet-look ciré nylon. Lining of nylon taffeta. Dacron® polyester quilt fill. Wide notched collar. Self-fabric half belt at back. 3 metal buttons at front. 2 slash pockets. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

77 H 2797F—Red

77 H 2798F—Navy blue

Shpg. wt. 1 lb. 8 oz. \$16.99

*Reg. DuPont T.M.

GIRLS' SIZES 7 to 14

QUILTED COATS
for softness
and extra warmth



GIRLS' SIZES 7 & 14
Some in Chubby Girls' sizes

Featuring machine washable nylon

SKI-WEAR



Sears Best



1 Super-warm, lightweight jacket with triple-layer construction. Water repellent shell of Blue "C"® nylon oxford cloth; interlining of polyester batting. Hood, body lined with fluffy polyester pile of acrylic on cotton back. Sleeve lining acetate quilted to acetate. Two zipper pockets. Zipper front. Long 27-inch jacket. Machine wash, warm temperature.

Girls' sizes 7, 8, 10, 12, 14.
77 H 2443F—Navy, light blue
77 H 2444F—Burgundy, light pink
State size. Wt. 1 lb. 10 oz. \$15.99
Chubby Girls' sizes 10½, 12½, 14½, 16½. Please state correct size. Navy, light blue only.
77 H 2643F—Wt. 2 lbs. 4 oz. \$17.99

2 BEST BECAUSE: Triple-layer construction for warmth... and they're Wear-Dated®, stretch ski pants of Blue "C"® nylon that repels water. Feather-weight polyurethane foam interlining holds in body heat. Warm thermal lining of cotton knit. Self fabric stirrups. Elastic waistband. Machine wash, warm. Guaranteed to give 1 year's normal wear or return for replacement or refund. Girls' sizes 7, 8, 10, 12, 14. Please state correct size.

77 H 2408F—Navy blue
77 H 2409F—Burgundy
77 H 2410F—Black
77 H 2411F—Deep brown
Shipping weight 10 ounces \$6.99
Chubby Girls' sizes 8½, 10½, 12½, 14½, 16½. State size. Navy blue only.
77 H 2608F—Wt. 1 lb. 2 oz. \$7.99



SHOWN ON FACING PAGE

3 Water-repellent nylon jacket and hood lined with quilted nylon taffeta; polyester fill. Hood framed with acrylic pile on cotton back. Embroidered braid trim. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14.

Please state size.

77 H 2437F—Gold

77 H 2438F—Navy blue

Shpg. wt. 1 lb. 8 oz. \$15.99

4 *Another PRICE ROLL-BACK!*

1969 Fall Big Book was \$4.99.

Fine-quality ski pants are water-repellent stretch nylon knit. Fleeced inside for warmth. Stitched front creases; self-fabric stirrups. Side zipper. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14.

Please state size.

77 H 2401F—Medium blue

77 H 2402F—Black

Shpg. wt. 10 oz. **\$4.74**

5 Reversible nylon ski jacket. Multicolor and navy blue print on one side reverses to quilted solid blue nylon taffeta on the other. Polyester quilt fill. Knit wristlet cuffs. White pile trims hood. Zipper front. Two pockets on print side. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14.

Please state size.

Shipping weight 1 lb. 8 oz.

77 H 2439F \$9.99

Chubby Girls' sizes 10½, 12½,

14½, 16½. *Please state size.*

Shipping weight 2 lbs.

77 H 2639F \$11.99

6 Water-repellent nylon oxford snow pants... urethane coated. Lining: nylon quilted to unknown fibers (textile by-products). Suspenders adjust. Zipper at front, leg sides. Elasticized waist, stirrups. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14.

77 H 2419F—Navy

77 H 2421F—Brown

77 H 2420F—Black

State size. Wt. 1 lb. 4 oz. \$7.90

Chubby Girls' sizes 10½, 12½,

14½, 16½. *State size.*

Navy only. Shpg. wt. 2 lbs.

V77 H 2622F \$8.99

7 Red-and-blue plaid ski pants. Straight legs. Elastic at waist, elastic stirrups. Acrylic bonded to acetate tricot. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14.

Please state size.

Shipping weight 10 oz.

77 H 2412F \$5.99

GIRLS' SIZES 7 to 14
Style 11 also in Chubby Girls' sizes

PONCHOS and JACKETS

All warmly lined

8 Woven-plaid poncho with solid-color pile lining to keep you warm. Flippy fringe all around bottom. Tasseled hood with drawstring closing. Poncho has acrylic shell bonded to acetate tricot; lining is Orlon® acrylic pile on cotton back. Dry clean.

Girls' sizes S(7-8); M(10-12); L(14).

77 H 2445F—Red plaid

77 H 2446F—Blue plaid

State size S, M, L. Shpg. wt. 1 lb. 8 oz. \$12.99

9 Navy blue melton pea jacket of reprocessed wool and nylon. Lining of body and sleeves is warm quilted acetate with quilt fill of acetate and undetermined fibers (textile by-products). Shaped princess styling in front. Self-fabric half-belt at back. Brass-color metal buttons. Two pockets. Dry clean.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 2440F—Shpg. wt. 2 lbs. 8 oz. \$16.99

10 Hooded poncho with a hand-crafted look. Exotic colors turn on textured knit. Drawstring closing. Rayon, cotton, nylon shell bonded to acetate tricot. Thick black fringe, hood tassel: both acrylic. Red quilted nylon lining; acetate fill. Dry clean.

Girls' sizes S(7-8); M(10-12); L(14).

77 H 2448F—State S, M, L. Wt. 1 lb. 8 oz. \$14.99

11 Hooded corduroy jacket of cotton laminated to polyurethane foam. Warm quilted lining of all nylon. Hood is pile lined... cotton pile, acetate back. Two patch pockets. Gold-color metal buttons at front. Dry clean.

Girls' sizes 7, 8, 10, 12, 14. *State size.*

77 H 2519F—Brown. Shpg. wt. 1 lb. 8 oz. \$13.99

77 H 2520F—Red. Shpg. wt. 1 lb. 8 oz. 13.99

Chubby Girls' sizes 10½, 12½, 14½, 16½. Brown.

V77 H 2619F—State size. Shpg. wt. 2 lbs. \$15.99

*Reg. T.M. DuPont

ORDER USUAL SIZE... see how-to-measure on page 768-769.

PCBK
MSL Sears 29

GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

Machine washable PILE JACKETS



Item (2) contains
DACRON
A DU PONT FIBER

Items (1), (3) contain
ORLON
A DU PONT FIBER

1 Hooded pile jacket. Warm Orlon® acrylic pile on cotton back. Nylon taffeta lining quilted to polyester. Simulated leather belt with contrasting stripe. 2 pockets. Zipper front closing ends beneath chin to keep hood close to head. Machine wash, warm temperature.

Girls' sizes 7, 8, 10, 12, 14.

77 H 2504F—Navy blue

77 H 2505F—Camel tan

State size. Shpg. wt. 2 lbs. \$17.99

Chubby Girls' sizes 10½, 12½, 14½, 16½.

State size. Navy blue only.

V77 H 2604F—Wt. 2 lbs. 8 oz. \$19.99

2 This great-looking pile jacket is machine washable at warm temperature. Dries quickly to a soft and fluffy texture.

Densely packed pile of 100% Dacron® polyester on polyester back springs back after sitting or packing; it's warm and lightweight. Matching tightly-woven nylon taffeta lining is quilted to polyester batting. Matching polyester knit inner cuffs. Fashion extras: simulated leather trim on pockets and down zippered front. Belt of simulated leather; metal rings form closing. Wide collar style.

Girls' sizes 7, 8, 10, 12, 14. State size.

77 H 2506F—White

77 H 2507F—Navy blue

77 H 2508F—Brown

Shipping weight 2 lbs. 4 oz. \$18.99

3 Bright navy blue pile jacket comes with its own button-on red-and-white striped scarf. Just tuck the fringe inside on one end of this clever scarf, and it doubles as a stocking cap. Scarf is acrylic.

The jacket is warm but lightweight Orlon® acrylic pile on cotton back. Body and sleeves lined in white quilted all acetate. Wrists elasticized for warmth. 2 side seam pockets. Zipper front closing. Machine wash, warm temperature.

Girls' sizes 7, 8, 10, 12, 14.

Please state correct size.

Shipping weight 2 pounds 8 ounces.

77 H 2509F \$17.99

*Reg. DuPont T.M.



Machine washable Pile Coats that actually look glossier, feel fluffier after they're machine washed..machine dried

BEST BECAUSE: these are PERMA-PREST® pile coats. Not only do they machine wash and dry beautifully... they resist crushing, too. Softies with a lot of stamina. Coats have convertible notched collars that can be buttoned at neck. Double-breasted styling. Two-in. hems you can shorten or lengthen. Quilted linings of tightly woven nylon insulated with polyester batting. Pile is 100% Fortrel® polyester—face and back. Machine wash, warm; tumble dry.



1 Hooded coat. Contrast-color pile trims edge of pile hood and bottom of coat. 2 slash pockets at sides.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 2025F—White with brown trim
77 H 2027F—Brown with white trim
Shipping weight 3 lbs. 8 oz. \$27.99

2 3-pc. set . . pile coat with 5-ft. striped scarf of acrylic knit and matching hat. Two button-trimmed mock-belts at sides. Two welt pockets.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 2028F—Brown coat; brown-and-beige knit scarf and hat
77 H 2029F—Navy coat; navy-white knits
Shpg. wt. 3 lbs. 15 oz.Set \$29.99

3 Simulated-leather belt, buckle, buttons and pocket edgings trim this stylish coat. Wide pile belt loops. Two welt pockets at sides.

Girls' sizes 7, 8, 10, 12, 14.
77 H 2020F—Navy; red trim
77 H 2021F—Brown; brown trim
77 H 2022F—Honey beige; tan trim
77 H 2023F—White; navy trim
77 H 2024F—Green; white trim
State size. Wt. 3 lbs. 6 oz. \$24.99
Chubby Girls' sizes 10½, 12½, 14½, 16½. *Please state size.*
77 H 2150F—Navy; red trim
77 H 2151F—Brown; brown trim
Shpg. wt. 3 lbs. 11 oz. \$27.99



GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

Coats of plush pile

The acrylic in
these coats is
ORLON®
A DUPONT FIBER



THE GREAT ANIMAL LOOK: TAMED Pile Coats you can machine wash

1 Orlon® acrylic pile with the look of rabbit. Tan, white: black spots. Brown vinyl tie belt. Convertible collar; button at neck. Flap pockets. Pile has olefin back. Quilted acetate lining; polyester fill. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
Shpg. wt. 3 lbs. 10 oz.
77 H 2013F.....\$31.99

2 Orlon® acrylic pile with the look of ermine. White with gold-color buttons. Welt pockets. Notched collar. Pile has cotton back. Quilted nylon lining; polyester fill. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 2018F—Shpg. wt. 3 lbs. 2 oz.....\$19.99

Chubby girls' sizes 10½, 12½, 14½, 16½. *State size.*
Shpg. wt. 3 lbs. 7 oz.
V77 H 2153F.....\$22.99

3 Matching beret. White Orlon® acrylic pile, cotton back. Elasticized rim. *One size fits all.*
77 H 9880—Shipping weight 3 ounces.....\$2.99

4 Orlon® acrylic pile with the look of chinchilla. Gray and white.

Gray simulated leather buttons, belt. Convertible collar. Slash pockets. Pile has olefin back. Quilted acetate lining; polyester fill. Machine wash, warm.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
Shpg. wt. 3 lbs. 9 oz.
77 H 2019F.....\$27.99



Machine-washable pile Coat

Soft, sturdy pile of Orlon® acrylic on cotton-knit back. Quilted acetate lining; polyester fill. Raglan sleeves. Convertible collar; button at neck. 2 pockets. Gold-color metal buttons. Self-belted back. Machine washable at warm temperature.

Girls' sizes 7, 8, 10, 12, 14.

77 H 2015F—Brown 77 H 2016F—Navy
State size. Shpg. wt. 3 lbs. 1 oz.....\$17.99



Reversible hooded Coat

Cotton corduroy laminated to polyurethane foam; reverses to navy-blue Orlon® acrylic pile, cotton back. Blue, red, gold plaid-printed corduroy; 2 pockets. Convertible collar. Dry clean.

Girls' sizes 7, 8, 10, 12, 14. *State size.*
77 H 2014F—Shpg. wt. 3 lbs. 5 oz.....\$22.99

Chubby girls' sizes 10½, 12½, 14½, 16½. *State size.* Shipping weight 3 lbs. 11 oz.
V77 H 2154F.....\$25.99

GIRLS' SIZES 7 to 14
Some in Chubby Girls' sizes, too

THE Facesetter's BOUTIQUE



The place to shop for Super Separates..
Separates with the
newest looks and newest colors



1 Vest

2 Pullover

3



Pullover

4

5

6



Corduroy capers in country colors ... teamed up with just-right tops

1 Sherpa® Vest. Plush off-white acrylic pile, cotton back, takes a trimming of cotton suede in a rich brown shade. Tabs form the interesting front closure. Hand wash.

Girls' sizes S(7-8); M(10-12); L(14).
77 H 7428F—State S, M, L. Wt. 4 oz. \$5.99

2 PERMA-PREST® Pullover. The long look in a dark brown Ban-Lon® shirt of Texturized® nylon. Knit with a special stitch so it's snag-resistant. Machine wash, medium . . . no ironing if tumble dried. See page 42 for 6 other vibrant colors and chubby sizes.

Girls' sizes S(7-8); M(10-12); L(14).
77 H 74166F—State S, M, L. Wt. 6 oz. \$3.99

3 A-line Skirt steps lively in cotton corduroy. Highlighted with front zipper, front pockets, matching belt. Machine wash, med.

Girls' sizes 7, 8, 10, 12, 14. State size.
77H52541F—Brown 77H5254F—Bittersweet

Shipping weight 6 ounces \$4.99
Chubby Girls' in brown only. Sizes 8½, 10½,

12½, 14½, 16½. Please state correct size.
77 H 58541F—Shpg. wt. 6 oz. \$5.99

4 Turtleneck Pullover. White Turbo Orlon® acrylic. Back zipper. Machine wash, warm.

Girls' sizes 8, 10, 12, 14. State size.
77 H 8570F—Shipping weight 8 oz. \$3.99

5 Dropped-waist Jumper shows off in cotton corduroy. Peppered with a mock belt and front pockets. Back zip closing. Machine wash, medium temperature.

Girls' sizes 7, 8, 10, 12, 14. State size.
77H5248F—Bittersweet 77H52481F—Brown

Shipping weight 8 ounces. \$6.99
Chubby Girls' in bittersweet only. Sizes 8½,

10½, 12½, 14½, 16½. State size.
77 H 5847F—Shipping weight 8 oz. \$7.99

6 Three-piece Pant Suit in rich brown cotton corduroy. Long sleeve jacket sports front zipper closing. Wide straight leg pants are pull-on style. White turtleneck cotton shirt is sleeveless. All 3 pieces are machine washable, medium temperature.

Girls' sizes 7, 8, 10, 12, 14. State size.
77 H 5062F—Shipping weight 1 lb. .Set \$12.99

*Reg. DuPont T.M.